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**Writing great papers in high impact
journals: an introduction for researchers**

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**So you're
thinking of
writing a journal
article?**

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Why do researchers publish?

- 1. Registration** – Establish your ownership and priority
- 2. Certification** – Acknowledge the quality of the work
- 3. Dissemination** – Inform your peer group (and others)
- 4. Archiving** – Provide a permanent record of your work
- 5. Reputation** – Publication is essential to career recognition
- 6. Responsibility** – to funders, to your community, to society



The biggest reason to publish?



"It's publish or perish, and he hasn't published!"

**Getting
(and keeping!)
an academic
job**

Why journals?

- Shorter time from acceptance to publication
- Recognised peer review standards
- Discoverability!

What to publish?



What **DEFINITELY** to publish:

- Original and significant research
- New approaches/methodologies that can be applied more widely
- Systematic reviews of a particular topic
- Work that advances the knowledge and understanding in the field

What **NOT** to publish:

- Work with no new information/method/theory
- Out of date work
- Duplications or partial duplications of previously published work

What to **THINK CAREFULLY** about publishing:

- Preliminary results (are they useful, or are they too inconclusive?)

Basically, a “**good story**”, which - in more academic terms - includes:

- **Methodologically sound, significant research** that also represent a significant contribution to the literature in your field
- **A topic of substantial interest and relevance** to a large proportion of the journal's readership
- **A narrative that structures and binds the results together** into an integrative picture that presents something new

What does the editor want to publish?



Which type of manuscript?

- ✓ **Full articles / Original articles:** the most important papers. Often substantial and significant completed pieces of research.
- ✓ **Letters / Notes / Rapid Communications:** quick and early communication of significant and original advances. Much shorter than full articles (check limits).
- ✓ **Review papers / essays:** summarize recent developments on a specific topic. Often invited. Always consult with editor before submission.
- ✓ **Conference papers:** Excellent for disseminating early or in progress research findings.





**Where to
submit?**

Which audience is right for me?

Where do
you read
papers
related to
your
research?

Which
journals do
you like the
most?

What do
your peers
suggest?

Where were
your
references
published?



Identify the right audience for your paper

Core of your field (very important for peer recognition)

Community somewhat outside (broadening recognition of your research and research area)

Communities at interfaces between your discipline and other disciplines (could initiate interesting trans-disciplinary collaboration!)

Don't limit yourself to the community represented by your department or the field-specific conferences that you attend.

Selecting the right journal

Look at **your references** – these will help you narrow your choices and come up with a shortlist.

Review recent publications in **each candidate journal**. Find out the hot topics, the accepted types of articles, etc.

Ask yourself the following questions:

- ✓ Who is this journal's **audience**?
- ✓ What is the **average time to publication**?
- ✓ What is the journal's **standing in the target community**?

Decide on one journal.

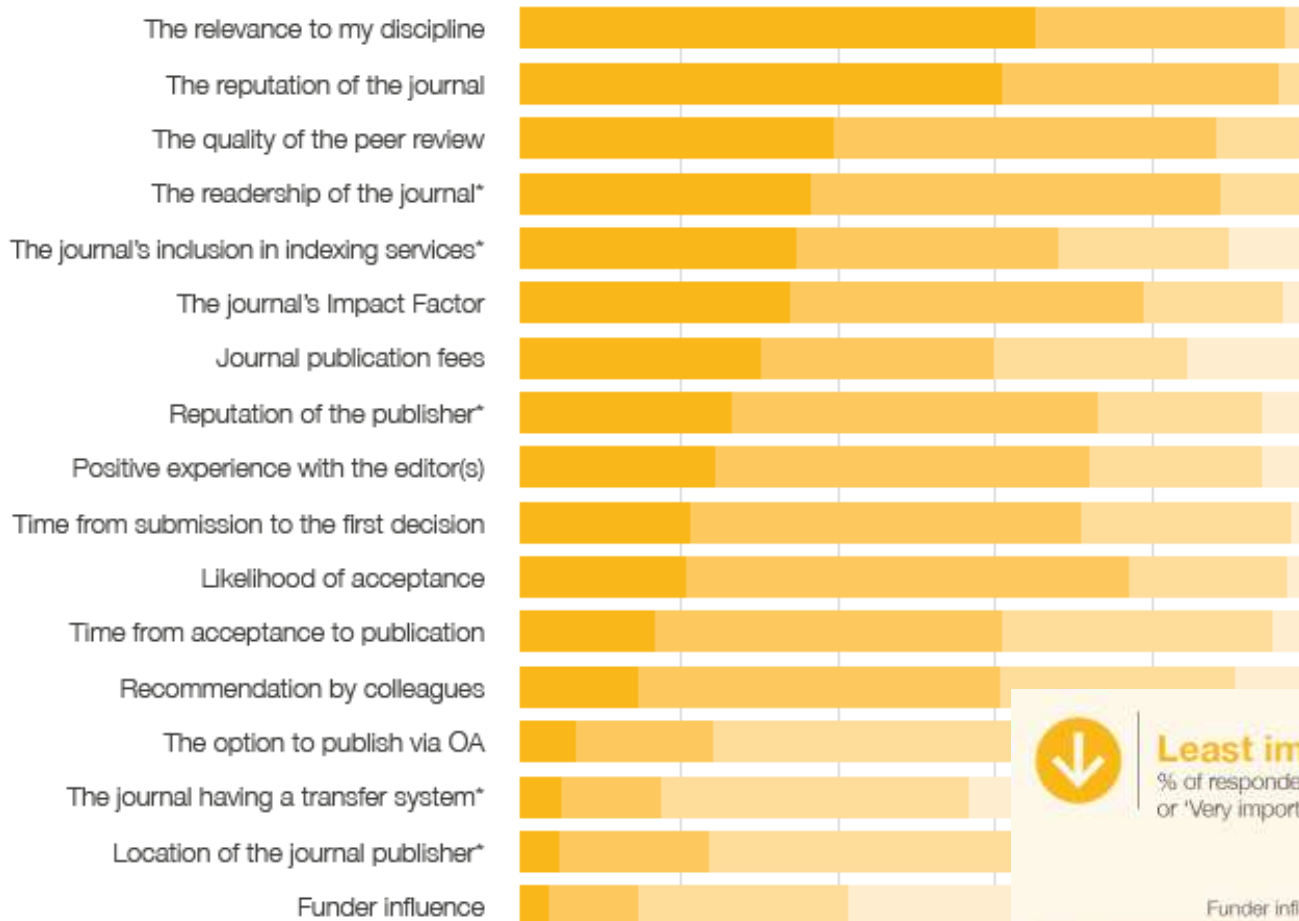
DO NOT submit to multiple journals.



Where to submit?

Base: 3,023

■ Very Important
 ■ Quite Important
 ■ Not very important
 ■ Not at all important



2015 'Author Insights' –
Nature Publishing Group



Least important factors

% of respondents who rated 'Important' or 'Very important'

	2015	2014
Funder influence	15%	14%
The journal having a transfer system*	18%	N/A
Location of the journal publisher*	24%	N/A
The option to publish OA	24%	25%

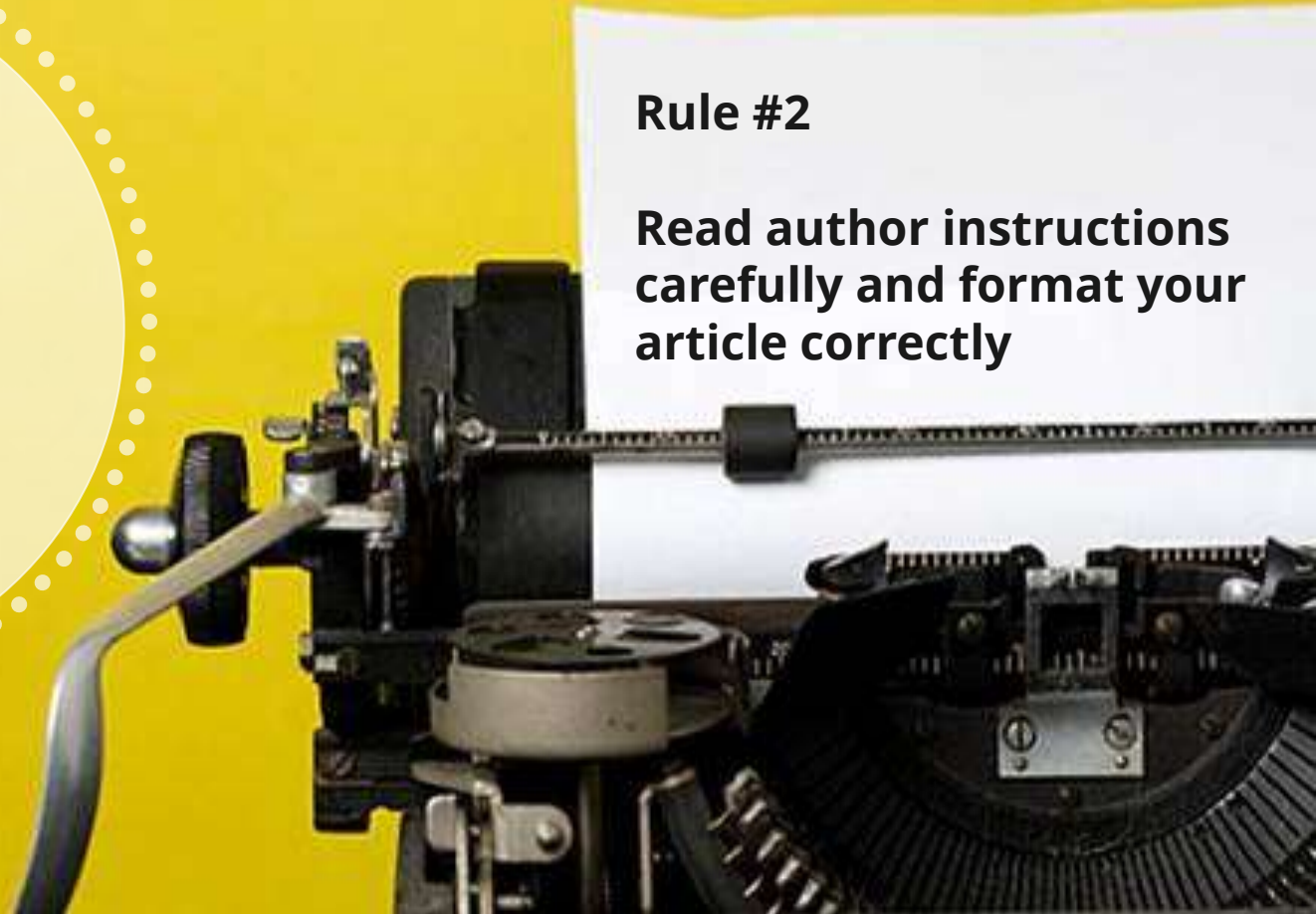
You've chosen a journal, now you have to prepare your manuscript...

Rule # 1!

**Only submit to
one journal at a
time**

Rule #2

**Read author instructions
carefully and format your
article correctly**

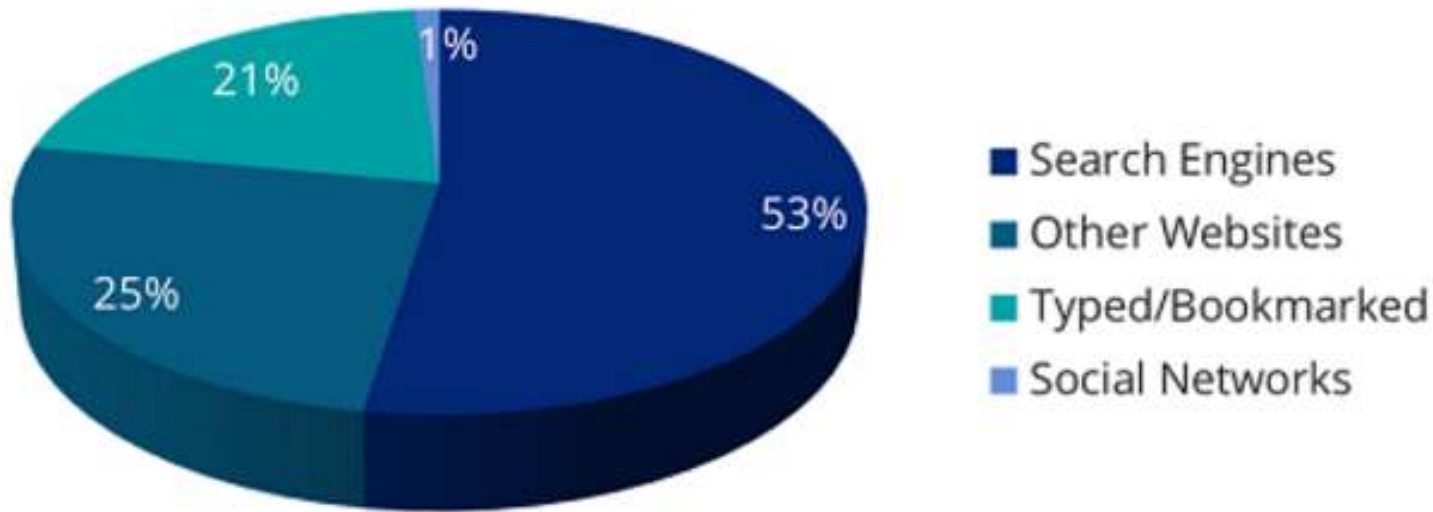


How do I find an appropriate writing style?

1. The writing style depends on the community you are writing for:
understand it better by reading lots of papers in the journal you're submitting to
2. Remember your audience and write for them: it's all about the readers, which **includes editors and reviewers** – they are busy and so the easier your work is to read, the better!
3. If in doubt: ask your supervisor and/or your colleagues for input.



How do researchers find your content?



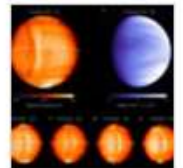
Research | 16 January 2017

Large stationary gravity wave in the atmosphere of Venus

The upper atmosphere of Venus rotates much faster than the planet itself. An anomalous stationary structure observed by the Akatsuki mission at the cloud tops of Venus could be an atmospheric gravity wave induced by mountain topography below.

Tetsuya Fukuhara, Masahiko Futaguchi [...] Atsushi Yamazaki

Nature Geoscience



1. Creating an SEO-friendly title

- Include at least 1-2 keywords in your title
- Think of keywords as potential search terms
- Use common terms in your field
- Avoid word play and puns
- Use simple language – keep it easy to read
- Make sure it's consistent with the article content and abstract
- Keep it short!

1. Creating an SEO-friendly title

Examples of unclear titles:

- *A message from Titanic*
- *From lemonade stands to 2065*
- *Hot potato endgame*

Interesting titles, but what are these papers about?

Some better titles:

- *Hunting dogs as environmental adaptations in Jōmon Japan* (55 characters)
- *Rome in the Bronze Age: late second-millennium BC radiocarbon *dates from the Forum Boarium** (90 characters)
- *Ancient Egyptian Texts in Context: towards a conceptual data model* (67 characters)

**If it can't fit in
your title,
move it to the
abstract**

The purpose of the abstract is to aid scholars in finding your article. In search engines it is weighted more heavily than the body of your text.

- **Place essential findings and keywords in the first two sentences of your abstract**

Only the first two sentences normally display in search engine results

- **Repeat your keywords 3-6 times**

Don't forget the purpose of your abstract is to express the key points of your research, clearly, and concisely

2. Optimize your abstract



2. Optimize your abstract

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Title includes and leads with important keywords

Keywords

ocean acidification, climate change, carbonate saturation state, seawater chemistry, marine ecosystems, anthropogenic CO₂

Search term-style keywords provided

Abstract

Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.

Search terms contextually repeated throughout abstract

3. The Introduction

1. Present the context or background to your research.
2. Lay a foundation of the current state of knowledge.
3. Show why there is need for further investigation.
4. Outline the main activity of the paper (e.g. 'here we analyze/investigate ...')
5. Summarize the findings of the study (used in some fields/journals only).
6. Where possible, highlight a positive value or benefit of carrying out the study.



**6 steps to
a great
intro**

4. Main body text - Apply the principle of “chunking” throughout your manuscript

Section heading

[A large block of text consisting of approximately 20 horizontal lines, representing a single, unchunked paragraph.]

This is
hard to
digest and
remember

Section heading

Sub-heading

[A block of text consisting of 4 horizontal lines, representing a chunked section.]

Sub-heading

[A block of text consisting of 4 horizontal lines, representing a chunked section.]

Sub-heading

[A block of text consisting of 4 horizontal lines, representing a chunked section.]

...

This is
easier to
digest and
remember

Keep your lowest level sections below 600 words where possible

More mistakes are found in the references than any other part of the manuscript

- It is **one of the most annoying problems**, and causes great headaches among editors
- **Cite the main publications** on which your work is based
- **Do not inflate the manuscript with too many references** – it doesn't make it a better manuscript!
- Avoid **excessive self-citations**

References





Online submission

Manuscript text and files

Names, email addresses and affiliations of all authors

Suggested referees (preferred and non-preferred)

Information about the manuscript
– pages, words, # of Figures

Agree to journal policies – copyright etc....

Funding information

Conflict of interest

Manuscript



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Papers go through an **initial checklist to make sure the author guidelines have been followed** (format, length, language, figures etc.)

Papers are also **checked for plagiarism**

WHAT YOU NEED TO DO:

Create an account in the journal's online submission system (this is needed for each different journal)

Carefully follow the process through and check each stage; make sure the author list you input is complete, it should match the names on the manuscript

Submission



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Cover letter

Convince the editor of the importance of your work - **Write this for the EDITOR!**

View it as a job application letter; you want to **sell your work**

WHY did you submit the manuscript to **THIS journal**?

- State in a few sentences what the paper is about (not abstract)
- Why does it fit the scope of the journal? Why is it novel?
- Why will it be of interest to reviewers?

Mention special requirements, e.g., if you do not wish your manuscript to be reviewed by certain reviewers, and any conflicts of interest

Clarify any point that may raise question

A poor cover letter will likely not result in a good paper being rejected, but a **good cover letter may accelerate the editorial process** of your paper





And remember...

Decide on
ONE journal

DO NOT
submit to
multiple
journals



The publishing process

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Central Roles of the Publisher



The publishing process can broadly be described as 6 areas:

1) Acquiring Content

Colleagues working in this area focus on bringing in new business, developing new business for the company and managing existing business relationships. This may involve working with authors, editors and learned societies or other partners to build business alliances.

2) Managing Content

The primary role of colleagues working in this area is to prepare for publication the content that the company has acquired.

3) Marketing

The role of marketing is to plan and carry out cost-effective, targeted marketing to academics, professionals and users, using a variety of print and electronic media appropriate to different channels and markets.

The publishing process

1 - 3



4) Sales – Reaching our Customers

We sell our publications through multiple channels

- ✓ Book Stores
- ✓ Online Sales
- ✓ Rights and E-Licensing
- ✓ Direct Sales: Publicity

5) Customer Service

Customer Service teams are responsible for supporting customers and societies and fulfilling and invoicing their orders.

6) Distribution

Online platforms– e.g WOL. Print - our UK Distribution Centre in Bognor Regis consists of a series of warehouse units where our books are stocked and dispatched worldwide.



Deciding Where to Publish

A person wearing a green cap and a striped tank top stands on the edge of a large, brown, textured rock formation. They are looking out over a vast blue sky with scattered white clouds. The rock formation is jagged and appears to be part of a larger geological structure. The overall scene conveys a sense of looking out over a vast landscape, which metaphorically represents the 'deciding where to publish' theme.

Know your target audience

Look at the literature

Look beyond impact

Look at the journal requirements

Understand “best practices” in publishing

What Editors Look For

Is the paper
suitable for
the journal?
Is it too
specialised?

Is the
research
significant?

Is it different
to prior
work? Does
the article
give the right
context?

Does the
paper
adhere to
ethical
guidelines?

How an Editor Reads a Submission

When a manuscript lands on my desk, I...

- read the title, authors / affiliations
- read the abstract
- Read the introduction/first section
- read the conclusions
- look over the graphics / tables
- check the references

"If I'm interested, the readers will be too!"



The peer review process

What is Peer Review?

It is the process of **screening a submitted manuscript**. The manuscript will be reviewed by professionals in the same field before it is published in a journal.

The process is designed to assess the validity, quality and often the originality of articles for publication. Its ultimate purpose is to **maintain the integrity of science** by filtering out invalid or poor quality articles.





Single blind

The author does not know who the reviewers are.

Double blind

The reviewers don't know the identity of authors and vice versa.

Open review

The identity of the author and the reviewers are known by all participants.

3 most common types of peer

Peer Review Process



THE FIVE STAGES OF PEER REVIEW



XYKADENIQ2 2014

What is measured?

Is your article **within scope** for the journal?

Is it of **sufficient quality** e.g.

- a) Is it novel and important work?
- b) Are the research, analysis and conclusions valid?
- c) Does it give a clear statement of aims and achievements?
- d) Is the presentation of figures, tables correct?
- e) Are calculations correct, do models work?
- f) Is existing literature cited appropriately?
- g) Is statistical analysis used appropriately?

Areas for improvement, including language

Ethics – publishing or experimental



- It is rare that the reviewer is completely right, and the author completely wrong, or vice versa.
- Understand that editors and reviewers are trying to improve your paper; accept feedback as a learning experience.
- Always show the editor you are doing everything you can to improve the paper.
- Rejection/Criticism does not automatically mean that your work is not good.

How Reviewers are Chosen

1

Expertise and publishing record – websites, databases, previous papers

2

Author suggestions

3

Relationship or conflict of interest with authors

4

Reviewer suggestions

5

Editorial board

6

Editor experience

What Reviewers Look For

- ✓ **Hypothesis** – What question does this paper answer?
- ✓ **Innovation** – What is unique?
- ✓ **Evidence** – Are the conclusions supported by data?
- ✓ **Writing** – Are the results clear and understandable?
- ✓ **Context** – Are the results set in the context of other known research?
- ✓ **Ethics** – Does the paper adhere to the guidelines?



What is Unethical?

Fraud

**Duplicate
submission**

**Duplicate
publication**

**Inadequate
citing**

Plagiarism

Self-plagiarism

Misconduct in
publishing
includes but is
not limited to:

Definitions

Fraud – making up a report, not disclosing data, or changing data

Duplicate submission

- submitting the same article to more than one journal at the same time
- submitting two highly related papers without disclosure cross-referencing

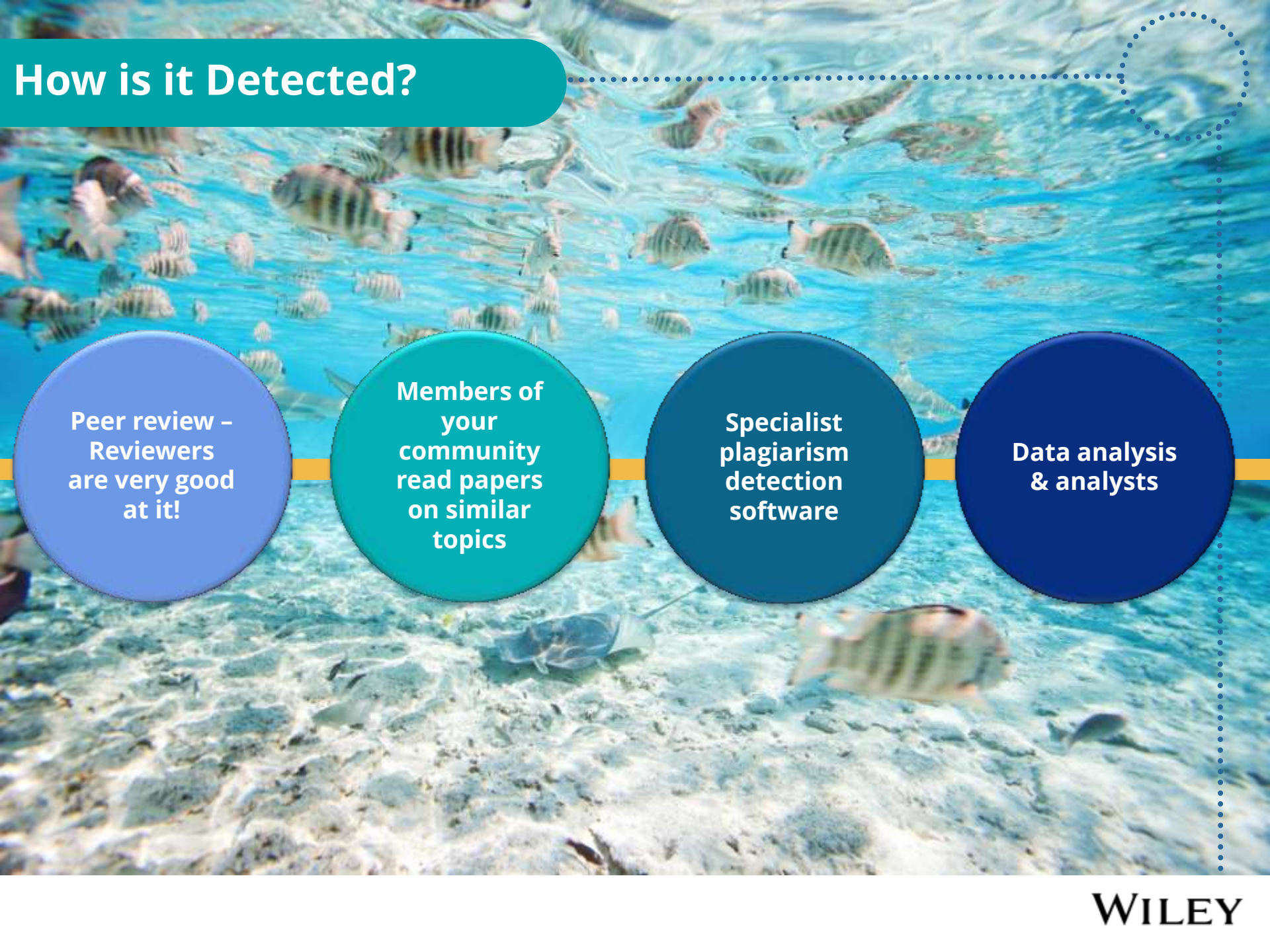
Duplicate publication – publishing the same paper twice

Inadequate citing

- not citing appropriate previous works on the same subject
- not acknowledging another researcher's contribution

Plagiarism – submitting a whole (or parts of a) published work as your own

Self-plagiarism – republishing your own work without proper citation



How is it Detected?



How to Read a Referee Report

As an author...

- Treat it as a discussion of your paper
- Don't take it personally
- Be self-critical
- Remember that everyone is human!

The decision has been made, now what?



Every researcher gets rejection letters!

Academic Rejection Letter

Dear Dr. _____, ^{We don't know if you have a Ph.D. but it's better to stroke your ego just in case.}

Thank you for submitting your manuscript titled "Cut and
paste title here."

We regret to inform you ^(not really) that your manuscript will not be included for publication in our Journal at this time.

^{* awesome *}

Actually, it was just me.

After careful consideration and extensive discussion among the editorial staff, we feel this paper would be more appropriate for publication in ~~another~~ ^{a lesser} journal.

^{They were pretty bad, though.}

Although the reviews are not entirely negative, it is evident that the manuscript does not meet our criteria for novelty and impact. ^(i.e. your topic isn't trendy enough)

After you pick up the pieces of your shattered soul.

Although you could address these issues in a revised manuscript, we must decline without further review so that you may submit it elsewhere without delay.

^{We don't want to read it again.}

^{See how considerate we are?}

I am sorry our response could not be more positive. ^(or negative)

Our decision in no way reflects any criticism or doubt about the quality of the work submitted or your work in general. ^{Ok, maybe just a little.}

JORGE CHAM © 2016

Manuscript Rejection

This is an opportunity to improve your paper – take it!

Make the changes recommended by the referees because an unchanged paper...

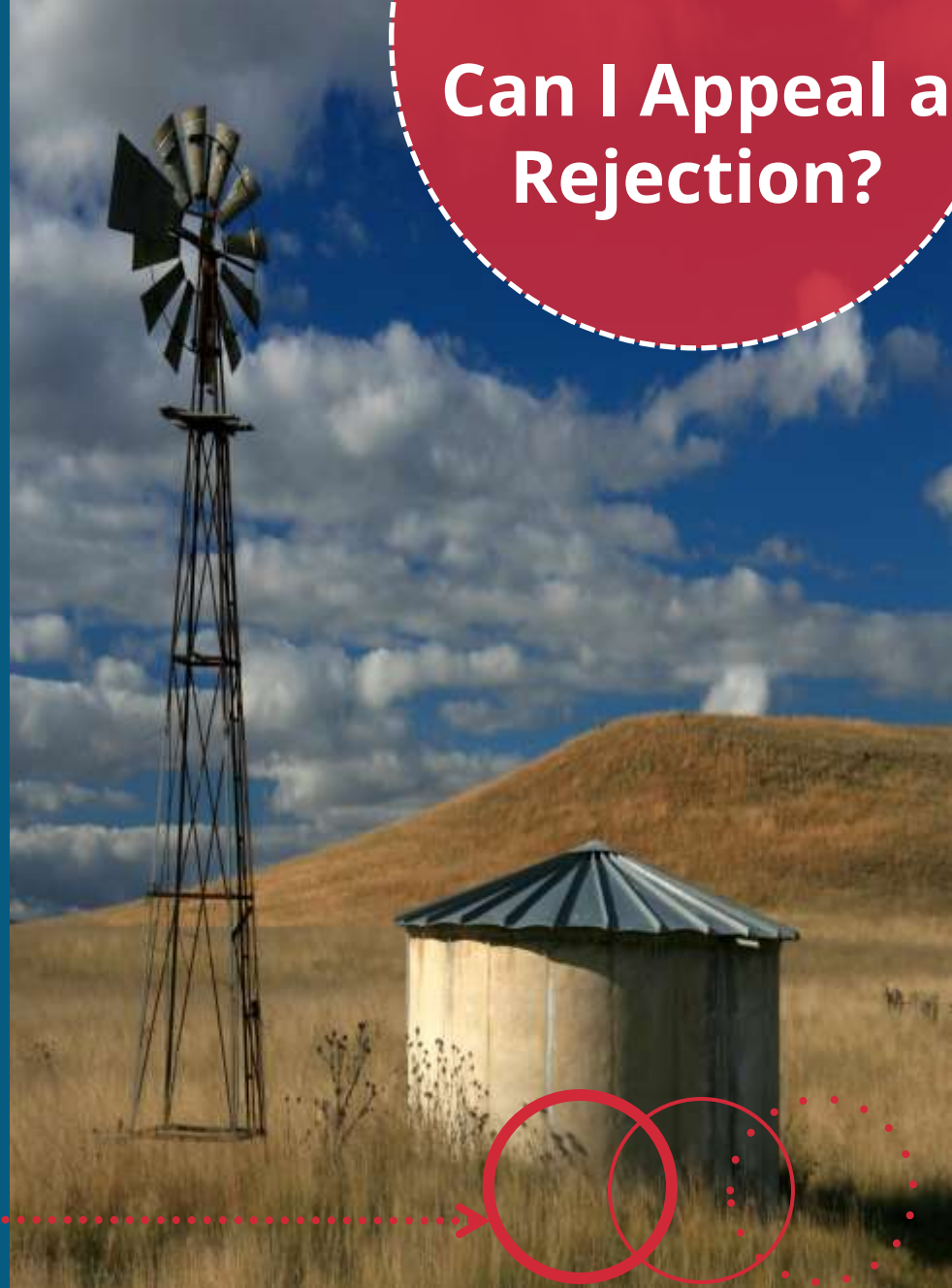
- may be sent to the same referees by the next journal
- is likely to get the same or similar comments even from different referees

Can I Appeal a Rejection?

Peer review adds value for everyone in the community but it's not perfect!

You can appeal a rejection if you have **solid academic reasons** for doing so, for example:

- a referee has misunderstood the concept of the paper
- a referee has scientifically/ methodologically inaccurate reasoning



How Do I Appeal a Rejection?

Write a detailed letter to the editor with point-by-point responses to the reviewers comments

Include evidence, citations, and data to back up your claims

Keep it objective, avoid making things personal

Leave it a day or two!



How to Read a Referee Report

Editors and authors read referee reports differently!

Accept, but only with major alterations

Accept, **but only with major alterations**

Editor/Reviewer



Needs revision and further review

Accept, but only with major alterations

Author



Referee said "yes" but not accepted?

The comments of the referees should be used to refine your work and improve the manuscript

If you disagree with the comment, still consider revising the article in some way to clarify your argument

Take time to respond to all comments, it could save further peer review

Don't just do the things specifically mentioned

Remember, reviewers are readers too!

Manuscript Revision



A hiker with a large backpack is standing on a rocky outcrop, looking out over a vast mountain valley. The hiker is wearing dark clothing and a hood, and is holding a trekking pole. The landscape is rugged with patches of snow and a cloudy sky. The word "Questions?" is overlaid in a teal color.

Questions?

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Open Access

Why Open Access?



Open Access



Gold Open Access
Pay to Publish

free, immediate,
permanent online
availability of
published research,
combined with the
rights to share and use
the content



Green Open Access
Self-Archiving

free, permanent online
availability of author's
unedited, unformatted
text after a waiting
period (embargo) in an
academic repository

Open Access: Green vs Gold

Gold Open Access	Green Open Access
The author pays an article publication charge and the article is immediately freely available online for all to read, download, and share	The author self-archives a version of the subscription article in an online repository or website
Options 1. Fully open access journals 2. OnlineOpen (subscription journals that offer an open access option)	Options 1. Submitted version can be archived on acceptance 2. Accepted version can be archived with a 12-24 month embargo
License Open Access Agreement with a Creative Commons license	License Standard CTA or ELA
Charge Article Publication Charge - Amount varies by journal (More info)	Charge No charge
Learn more	Learn more

Wiley offers three Open Access options

Pay-to-Publish Open Access

Wiley Open Access

Fully open access
journals

Fully Open Access Journals (launched 2011)

Program of fully open access journals. Every article is published open access

OnlineOpen

Hybrid open access
journals

Open Access Option (launched 2004)

Hybrid model enables authors to make their article fully open in a subscription journal thus providing choice for authors to publish open access in the journal of their preference

Self-Archiving Open Access

Self-Archiving

Peer-reviewed versions
on personal website

Self-Archiving

Allows peer reviewed (but not final) versions of a paper to be hosted on a person website, or an institutional website after an embargo period

Publishing Open Access with Wiley

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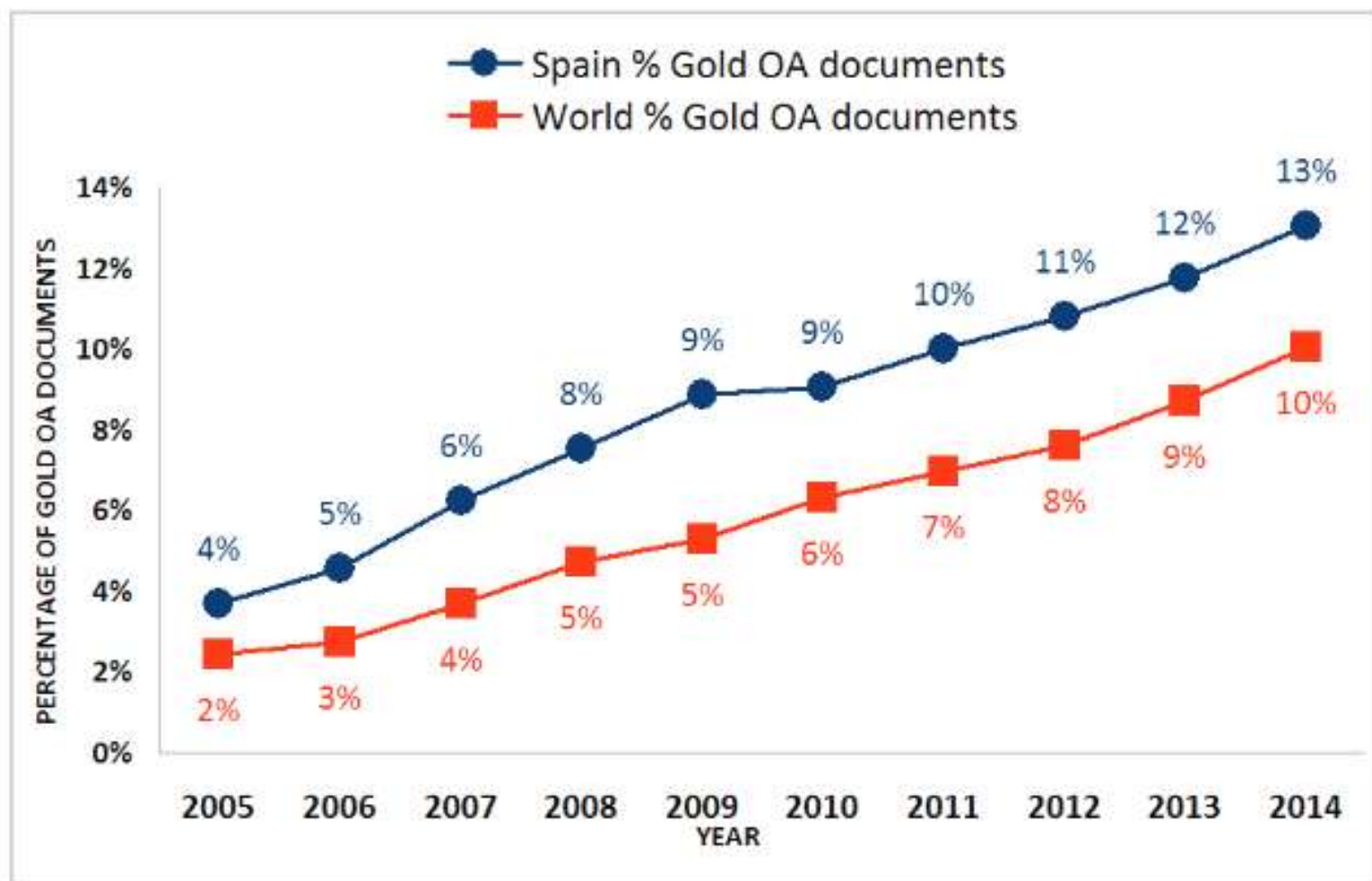


Figure 1. Share of papers published by Spain in gold Open Access journals compared with the global share according to *Web of Science* during the 2005-2014 period

Torres-Salinas, Daniel; Robinson-García, Nicolás; Aguillo, Isidro F. (2016). "Bibliometric and benchmark analysis of gold open access in Spain: big output and little impact". *El profesional de la información*, v. 25, n. 1, pp. 17-24.

<http://dx.doi.org/10.3145/epi.2016.ene.03>

Table 1. Total number and share of papers authored by Spanish institutions published in Open Access journals indexed in the *Web of Science* by scientific area during the 2005–2014 period

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Total
Arts & Humanities											
No. OA documents	132	137	334	474	667	685	811	750	998	784	5,772
% OA documents	16	16	28	25	28	30	32	28	32	30	28
Clinical, Pre-clinical & Health											
No. OA documents	614	894	1,446	1,674	2,367	2,016	2,225	2,492	2,716	3,163	19,607
% OA documents	5	6	9	9	12	10	10	11	11	14	10
Engineering & Technology											
No. OA documents	148	106	188	287	459	616	648	900	943	983	5,278
% OA documents	2	1	2	2	3	4	4	6	6	7	4
Life sciences											
No. OA documents	598	867	1,149	1,456	1,690	1,977	2,539	3,106	3,467	3,845	20,694
% OA documents	4	5	6	6	7	8	9	11	12	14	9
Physical sciences											
No. OA documents	254	356	467	585	835	1,068	1,247	1,533	1,652	1,747	9,744
% OA documents	2	2	3	3	5	6	6	7	8	8	5
Social sciences											
No. OA documents	208	259	450	708	710	849	1,040	989	1,050	1,059	7,322
% OA documents	10	10	13	14	14	14	15	14	14	15	14

Torres-Salinas, Daniel; Robinson-García, Nicolás; Aguillo, Isidro F. (2016). “Bibliometric and benchmark analysis of gold open access in Spain: big output and little impact”. *El profesional de la información*, v. 25, n. 1, pp. 17-24.

<http://dx.doi.org/10.3145/epi.2016.ene.03>

Navigating Open Access Publishing

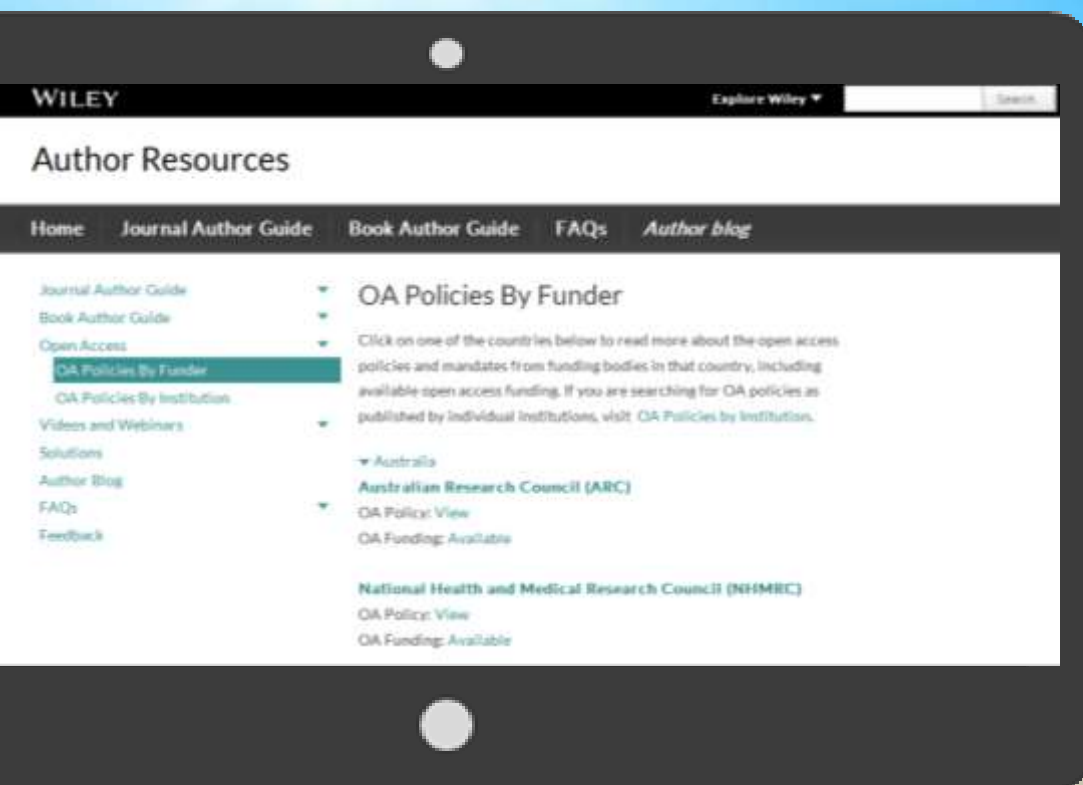
Whether publishing open access in a hybrid journal or in a fully open access journal, we provide several resources to help authors navigate open access publishing:

- ✓ **Understanding Open Access video**
- ✓ **Funder Open Access policy finder**
- ✓ **Compliance Road Maps**
- ✓ **Publishing Decision Tree for RCUK funded authors**



Open Access Policy Finder

Helping authors to locate the open access policy and funding support they need



Provides OA policies by funder and/or institution



Browse OA policies by country



Advises on availability of OA APC funding



Highlights Wiley OA Accounts

wileyauthors.com/compliancetool

Author choice of Creative Commons Licenses

- ✓ **Author retains copyright**
- ✓ **Encourages sharing and reuse**
- ✓ **Author chooses one of three license types**



CC-BY



CC-BY-NC



CC-BY-NC-ND

wileyauthors.com/license

Payments are covered by:

➤ **Authors**

Out of grant funds
APC waivers and discounts for certain countries

➤ **Funders**

Provide dedicated funds for open access publishing

➤ **Institutions**

Cover costs centrally with open access funds and/or arrangements with publishers

➤ **Societies**

Some societies cover costs of journal APCs themselves

Payment of
Open Access
Fees

Self-archiving open access policy

After an embargo period:

- 12 months for STM journals
- 24 months for SSH journals

Permits authors to self-archive on:

- Personal website
- Institutional repository
- PubMed Central (PMC)

For more information on our self-archiving policy, visit wileyauthors.com/selfarchiving



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Green Open
Access

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Connecting research and researchers to increase the discoverability of published work. Wiley is using ORCID to create an improved author experience



Showcases work

Clearly links professional activities back to individual authors



Helps with career progression

Funders, institutions and societies can easily identify individual author's research



Spend more time conducting research

Minimize time spent entering repetitive data when reporting on past activities

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Open access articles are 4x more likely to appear in Wiley's top 1,000 articles on a rolling basis

High-quality and authoritative publishing standards

- Maintain the rigor of your work through traditional peer review and clear editorial policies
- Dedicated editors and international editorial board members

Retain copyright for the articles you publish under a Creative Commons License

Increase the potential audience for your article, which can translate to:

- Higher readership
- Increased citations
- Greater visibility of your work

Publish quickly and efficiently

Automatically comply with open access mandates

Why Publish Open Access?



Open availability for digital outputs of research

Integrated sharing to ensure data is:

- **Accessible** – to everyone
- **Flexible** – both machine and human readable
- **Sharable** – under a Creative Commons license
- **Reproducible** – to enable open science
- **Without cost** – to authors or readers



Data Sharing with Wiley

Join the Open Access Conversation



www.wileyopenaccess.com



@wileyopenaccess



WileyOA

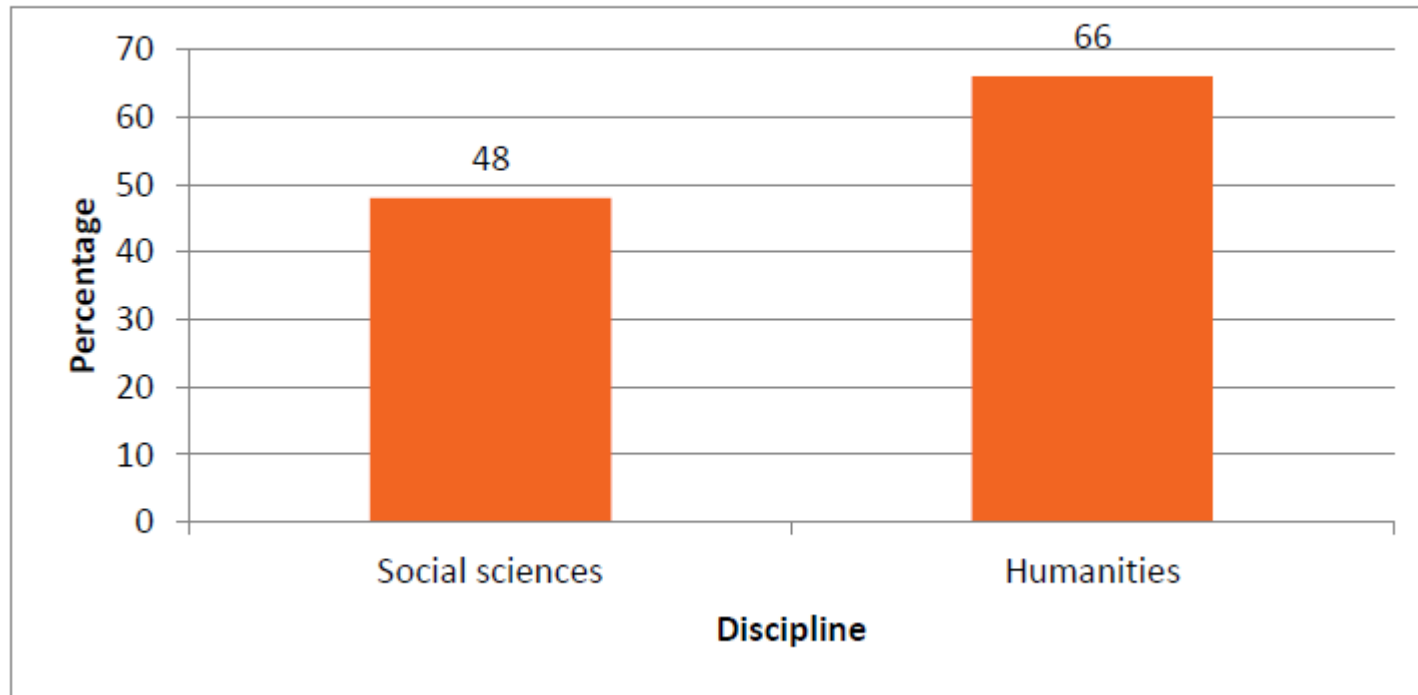
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The background is a solid light green color. It features several overlapping circles of varying shades of green, creating a layered effect. A thin, dotted line curves across the upper right portion of the image.

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Why books? (or monographs)

Figure 1: Researchers who have published a monograph, by discipline



<http://oopen-uk.jiscebooks.org/research-findings/researcher-survey-2014/>

Writing a proposal

What to think about before you start

- a good proposal takes time and thought to complete
- the publisher will carry out a thorough market assessment and project costing based on your proposal - this is how they make their decision
- a proposal allows you to focus your ideas and clarify your vision for the book
- it provides the framework for the entire book

Make sure you're completely happy with the proposal when you send it to a publisher - your contract will be based on the information you provide



What to include in your proposal

- Author and title
- An overview of the book (publisher will usually specify how long/how many words)
- Information on the market and competition
- Manuscript details
- Reviewer information



Proposal – author & title info

- Tentative book title
- Author/editor details
 - Contact details for all authors/editors
 - Brief biography
 - List of previous books
 - Tell them why you're the best person to write/edit this book!

Proposal – book overview

- Subject matter
- Short summary of the book (publisher will tell you how long this should be)
- A detailed description of the book you want to write – what topics it will cover, what makes it unique
- Proposed contents list, as detailed as possible.
- For edited books, include a list of contributors and their affiliations (confirmed is better, but tentative is usually fine)

Proposal – the market

- Authors often rush through this bit, but it's usually the MOST IMPORTANT consideration for publishers.
- Think carefully about the readership of your book. What level are your readers at? (Be realistic!) What pre-existing knowledge do they need to understand your book? How does your book serve your readers?
- Your competition: list existing related books (including their strengths and weaknesses, and why your book will be better than the competition)

Proposal – manuscript details

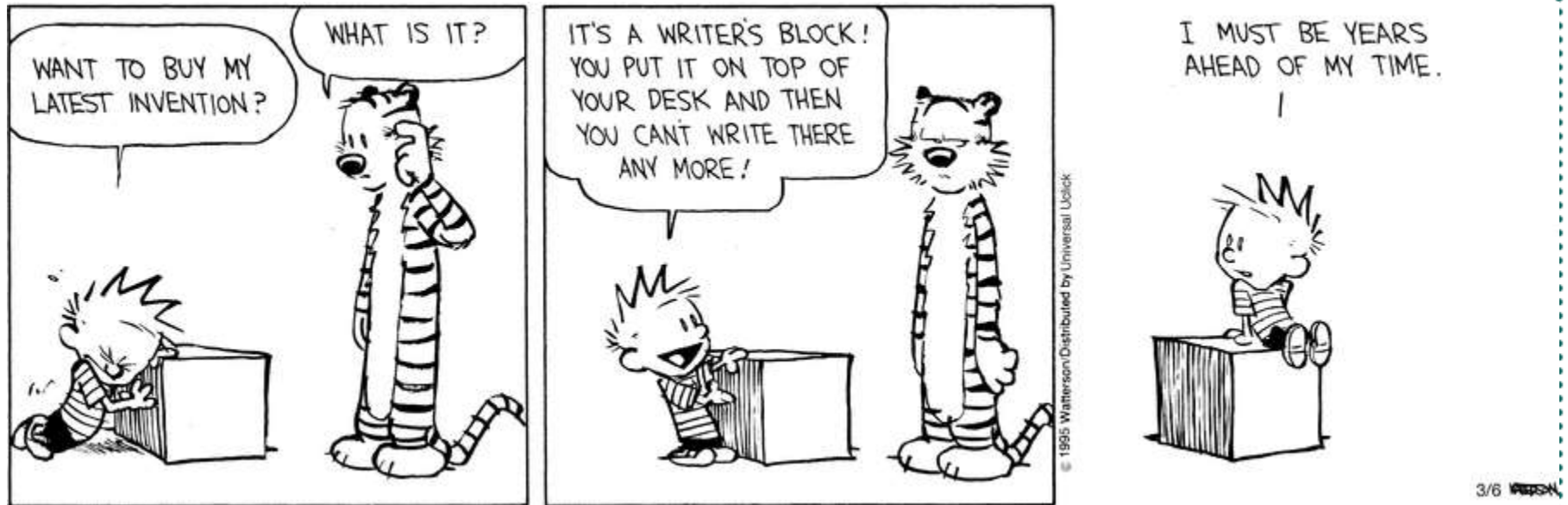
- How many printed pages do you expect the book to contain? (Word count estimates are useful here too)
- When do you expect to deliver the finished manuscript to the publisher for editing?
- List any special features that you would expect to include (fold-out maps, etc) - but bear in mind that these are often very expensive, so only suggest them where absolutely necessary

Proposal – reviewers

- List up to 6 international reviewers that you think would be appropriate to review your book
- Also list any reviewers that you would prefer not to review your book

Writing your book

- Many of the same principles apply as with journal article writing
- SEO is important for books, too – so remember to use your title, chapter headings & summaries /abstracts to your advantage



Submitting your book manuscript

Take the time to make sure you have everything:

- final version of all chapters
- names of all authors and co-authors - with complete, up-to-date contact information
- final version of each image file (check publisher's artwork guidelines)
- full Table of Contents and any preliminary material
- complete set of permission grant forms, clearly labelled (check publisher's permissions guidelines)
- abstracts and keywords for each chapter (to be included in the online version of your book, where applicable)

Books production process

This also follows the same basic steps as journal articles:

- Peer review (some publishers have the entire manuscript peer reviewed, others don't)
- Editing
- Proofs – usually 2 rounds, and you'll be required to check both sets of proofs

Books are more complex, so this usually takes 6-12 months from submission.

Pay attention to the amount of time the publisher gives you to check proofs!



WILEY

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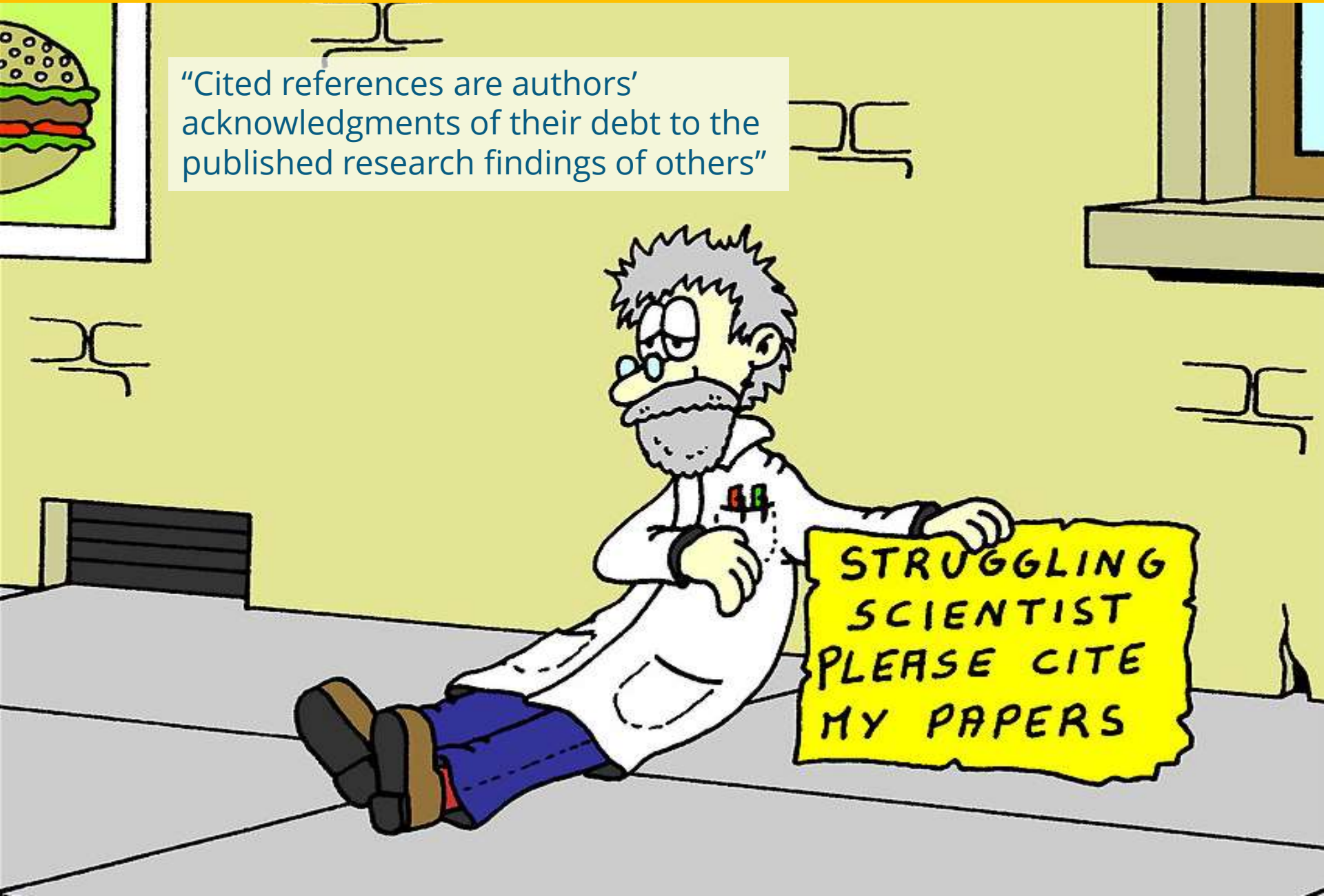
Citation metrics and alternative metrics



Altmetric

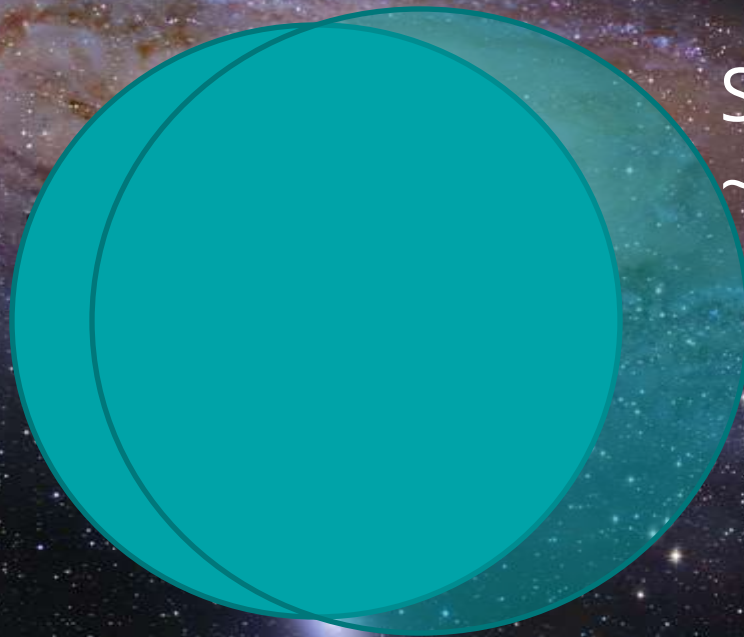
Citations are scholars' currency

"Cited references are authors' acknowledgments of their debt to the published research findings of others"



Citation universes

Web of
Science
~11,500



Scopus
~16,500

Altmetric is an alternative impact metric

It measures impact within and beyond the academy

Researchers, funders and institutions are increasingly interested in tracking the reach and effect of their work not just in scholarly circles, but across society as a whole.



Post-Publication Peer Review Sites

e.g. PubMed Central, Scopus



Mainstream Media

e.g. Newspapers, magazines



Online Reference Managers

e.g. Mendeley, CiteULike



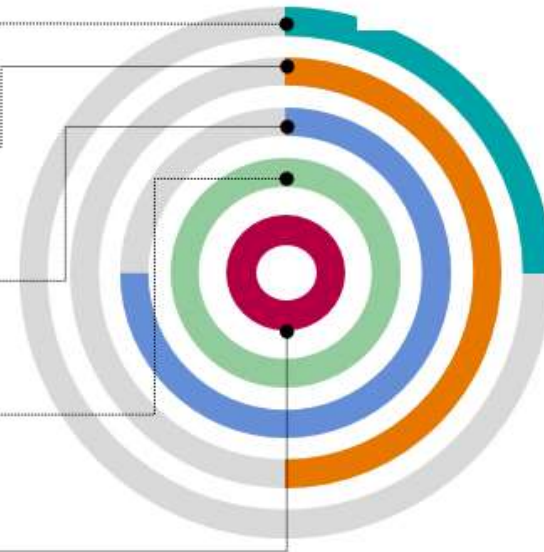
Social Media

e.g. Twitter, Facebook, Google+



Government Policy Documents

e.g. Climate change, public health





PDF



Info



References

JOURNAL OF MANAGEMENT STUDIES

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Essays

Why the Assholes are Winning: Money Trumps All

Jeffrey Pfeffer

First published: 25 January 2016 [Full publication history](#)

DOI: 10.1111/joms.12177 [View/save citation](#)

Cited by: 1 article Citation tools



[View issue TOC](#)
Volume 53, Issue 4
June 2016
Pages 663–669

Mentioned by

- 5 news outlets
- 185 tweeters
- 5 Facebook pages
- 6 Google+ users
- 2 Redditors

Readers on

- 90 Mendeley

Why the Assholes are Winning: Money Trumps All

Overview of attention for article published in Journal of Management Studies, January 2016



SUMMARY

[News](#)

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Title Why the Assholes are Winning: Money Trumps All
Published in Journal of Management Studies, January 2016
DOI 10.1111/joms.12177 [↗](#)
Authors Pfeffer, Jeffrey, Jeffrey Pfeffer

[TWITTER DEMOGRAPHICS](#)

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This research output has an **Altmetric Attention Score** of **195**. This is our high-level measure of the quality and quantity of online attention that it has received. This Attention Score, as well as the ranking and number of research outputs shown below, was calculated when the research output was last mentioned on **26 January 2017**.

TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of **185** tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



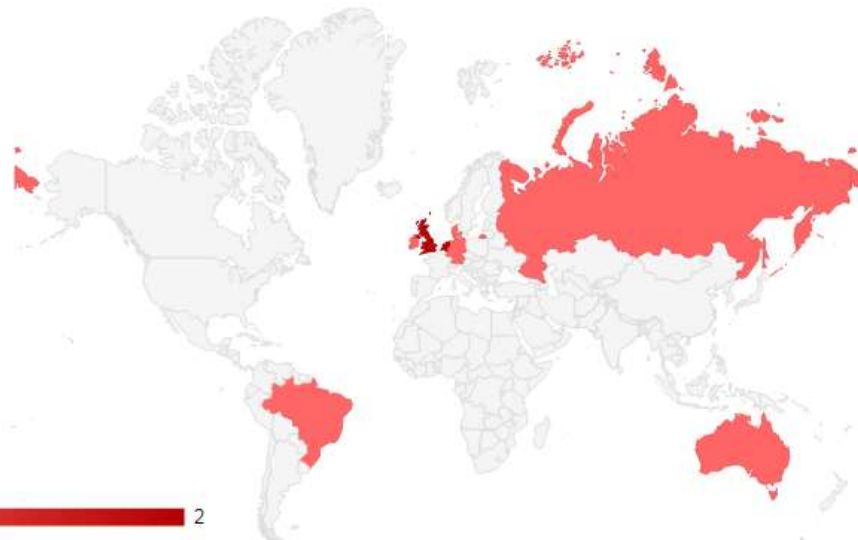
TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT



The data shown below were compiled from readership statistics for **90** Mendeley readers of this research output. [Click here to see the associated Mendeley record.](#)



The most important button on the altmetric site



A hiker wearing a blue jacket, purple pants, and a large brown backpack is standing on a rock, looking out over a vast mountain valley. The hiker is holding a trekking pole. The landscape features snow-dusted mountains, a winding river, and a cloudy sky. The word "Questions?" is overlaid in large black text on the right side of the image.

Questions?

WILEY